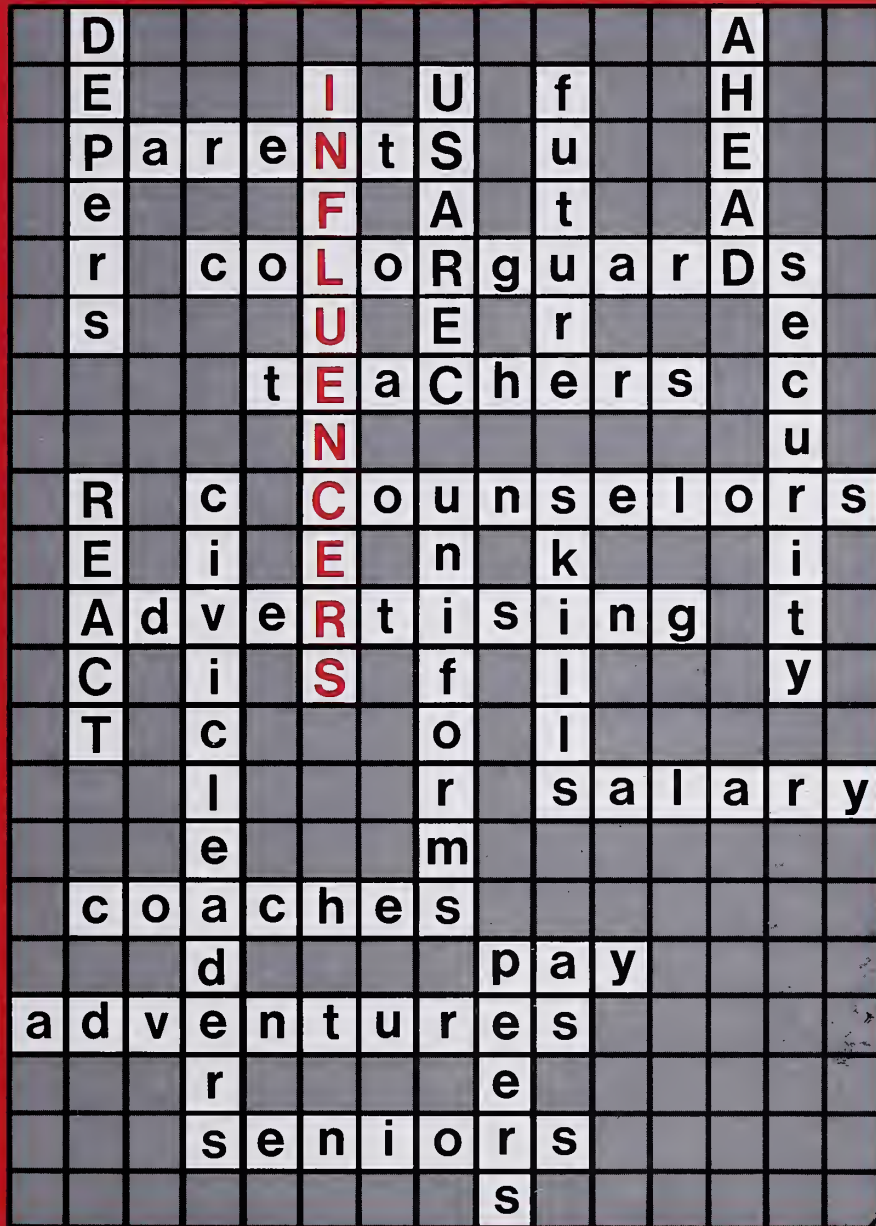


U.S. ARMY RECRUITING and CAREER COUNSELING

journal

JUNE 1977



The influencer puzzle

(See inside for all the answers about who influences our prospects.)



Influencers:

Who influences people to enlist

Grandmothers

Grandfathers

Parents

Brothers

Sisters

High school seniors

Recent graduates

Aunts

Uncles

Athletes

Neighbors

DEPPers

Teachers

Principals

Guidance counselors

Coaches

Businessmen

By JIM DEVITT
San Antonio DRC

At sometime or other during our impressionable years, most of us have come under the influence of someone we respected.

In my case it was a grandmother who talked me into finishing high school after I had dropped out to enter the service during World War II.

There are some people who, by virtue of their life style or achievement, stand out from their peers. These people tend to generate an image of positive and consistent credibility. Their judgment is sought and it is trusted.

Influencers have always shown us the way. They are present in all age groups and exist at every economic level of society. They represent each race, creed and sex. Some influencers project a positive attitude towards the Army while others are actually hostile to the military.

In our business, we're interested in the influencer who can project a positive influence over our qualified military applicants.

The most effective influencers that I have observed have been the peer group leaders among high school seniors and recent graduates. The peer group influencer has both credibility and a current working channel to his friends and followers. If an influencer can be signed up in the Delayed Entry Program, his assistance should be sought and used as much as possible. This means the recruiter should go all out on influencer pictures, stories, and testimonial ads in the high school and

daily newspapers. Influencer radio tapes and television appearances should also be planned if the influencer is a high school hero type. Every channel of communication to his peer group should be capitalized upon while he is still available and in demand as a positive example.

At present, the recruiter can offer a promotion to E-2 as a tangible reward to the delayed entry influencer for his assistance in securing more enlistees. Actually, the big carrot for obtaining the peer group influencer's help is the subject's own pride and ego. He's going Army and he's proud of it and he wants his friends to follow him.

Equally effective as an influencer is the high school coach. We mean the "successful" high school coach who has credibility and the respect of present and past students. His opinion has weight and, if the recruiter can win his support, the coach can become an effective member of the recruiting team.

Other influencers who can be utilized are high school counselors, teachers, disc jockeys, race car drivers, professional athletes and musicians.

In many situations parents can influence their sons' and daughters' attitude about enlisting. Usually special circumstances are necessary to get the parents into the act. Army veterans who have good memories of their previous service are usually prone to advise their sons or daughters to enlist. Parents sometimes respond to ads featuring Army college and education assistance plans.

Actually, just about everyone in the recruiting business has ideas about who the various influencers are and how effective they are. That is common knowledge. The difficult part is to find a way to communicate with all of these influencers and once you have made contact, the ultimate goal is to get them to work for you.



Views and Reviews



MG Eugene P. Forrester

Sometimes when you feel very alone with a big objective it might help to think about your not so silent partner, Army advertising. Consider that impressive young soldiers are, right now, describing Army opportunities to your prospects in a very personal fashion from the pages of national magazines. Direct mail pieces are giving young people details that translate into good reasons for them to seek more information. Radio and billboard messages are providing them continual reminders that there are things to be gained by seeing their local Army representatives.

We get so used to advertising, particularly our own, that we sometimes take it for granted. But the business world has shown that salesmen who are backed up by effective advertising sell more products than those who are not, and our own experience over the years is that advertising helps recruiters make objective.

Briefly, it opens doors for you, and it opens minds.

I was reminded of these facts recently when I reviewed FY 1978 advertising program concepts and gave A&SP and N.W. Ayer a go-ahead to proceed with actions necessary to secure clearance from the Department of Army. By the time these words reach you a presentation will have been made to the key policy makers who constitute membership in the Department of the Army Advertising Policy Council, and the pick and shovel work to turn bright ideas into effective advertising materials will be underway. Some of that effort is described, along with main features of the new campaign, in the article that begins on page 30.

I think you will like what you will be seeing in FY 1978. It builds on the things we are already doing well and offers some fresh approaches. It meets the guidance provided by the Army leadership. It reflects what we have learned through expanded market analysis about our audience and the nature of the recruiting task. It embodies the corporate experience of USAREC, as embodied in good suggestions from recruiters, commanders, and various staff specialists.

Advertising is not one of the military skills, and military recruiting is not a commonplace in the advertising world. There has been much to be learned over the past few years by this Command and the Army's contract advertising agency, N. W. Ayer. But learn we have, and I sincerely believe that recruiters will, in FY 1978, enjoy an even closer and more productive partnership with the Army advertising program.

Good recruiting!



A handwritten signature in dark ink, appearing to read "E. P. Forrester". The signature is fluid and cursive.

EUGENE P. FORRESTER
Major General, USA
Commanding

Major General Eugene P. Forrester, USA
CG, U.S. Army Recruiting Command

LTC Mel R. Jones
Chief, Public Affairs USAREC

Jack Muhlenbeck
Editorial Advisor

Richard E. Christianson
Editor

SFC Len Breckler
Associate Editor

Cynthia Nason
Features Editor

SP4 Ken Holder
Departments Editor

Leonard P. Trzeciak
Art Director/Illustrator



CORRESPONDENTS

Joseph Hanley	Northeastern RRC
Betty Talbert	Southeastern RRC
Clarice Harper	Southwestern RRC
CPT Pete Peterson	Midwestern RRC
Maury Peerenboom	Western RRC

Permission is granted to reproduce any material appearing in the Army Recruiting and Career Counseling Journal, except that which is marked copyrighted. Credit is requested on reprinted articles.

DEADLINE — Photos and articles due first of each month two months prior to publication.

Phone:

C: 312-926-2948/3918
A: 459-2948/3918
FTS: 384-2948/3918

Published monthly by the Office, Chief, Public Affairs, U.S. Army Recruiting Command as a medium for the active exchange of ideas between persons involved in recruitment and retention for the United States Army. Use of funds for printing this authorized unofficial publication has been approved by Headquarters, Department of the Army, 23 December 1975. Controlled circulation postage paid at Milwaukee, Wisc. 53201. Views and opinions are not necessarily those of the Department of the Army. Items of interest should be mailed to:

Commander
U.S. Army Recruiting Command
ATTN: USARCCS-PA (Journal)
Fort Sheridan, Ill. 60037



Letters

"Suitable . . ."

In reference to your (Feb. 1977) article in Field File, "Attack of the Fly-Men," I would like to draw your attention to Section XII, Para 2-34, AR 601-280, which states in part, "Suitable arrangements will be made to insure that the oath is administered in a dignified manner and in appropriate surroundings." This same paragraph continues to say, "Reenlistment will be made an occasion of official ceremony and will not be sensationalized to publicize the event (i.e., parachuting, climbing utility poles, and other similar activities, which are clearly not in keeping with the solemnity and seriousness associated with the oath of enlistment.)"

As we work to maintain a professional volunteer force we must continue to insure that we reenlist only those soldiers who will abide by the regulations as set forth by DA. Therefore, commanders, officers, NCOs and career counselors should refrain from publically violating the regulations. Further we should insure that a reenlistment is a reaffirmation of our dedication and loyalty to the defense of our country.

SFC Delmar B. Jones
Senior Career Counselor
Fort Leonard Wood, Mo.

Do your best . . .

How to get favorable exposure in local media is a much-pursued question among recruiters and A&SP types alike. But an answer of sorts recently appeared in the Lexington, Ky., Herald-Leader. The letter to the editor is reproduced here (with permission of the Herald-Leader) to allow for personal conclusions. As we see it, the author implies that the best way to get good exposure is essentially the recruiting way of life: doing your level best for every applicant you encounter.

"My teen-age daughter decided that after months of 'being with her friends' she really did not know how she was going to support herself because jobs for teenagers are hard to find; most employers tell young people that they have to have experience.

"The next day, without my knowledge, she went to talk to S. Sgt. Thomas E. Miller, United States Army recruiter. After talking

with Sgt. Miller, her life began to change, for she knew what she was going to do. Not only did she talk to him, the most important thing was that he listened. After many discussions with the recruiters and myself, my daughter is enlisted in the United States Army, taking basic training at Ft. McClellan, Alabama.

"She knows she will have a career and a very high aim in life that she did not have before. All of this was accomplished by S. Sgt. Thomas E. Miller and all of the recruiters stationed here.

"If at any time any teen-ager does not know where he or she is going in life, I fully recommend the U.S. Army recruiters, men (and women) who listen to teen-agers and give them a chance to improve themselves.

"This is the only way I know how to thank S. Sgt. Thomas E. Miller and the other recruiters."

Double Standard?

I am writing this letter in reference to photos I have seen printed in your magazine recently. It's no wonder we have hair problems in the Army with recruiters pictured with their hair much longer than the regulation allows. Recruiters should present the proper appearance required of a soldier. I know their primary job is "selling the Army," but the man or woman joining the Army sees the recruiter first and his appearance is the first impression he or she will have. Then when we have this man or woman assigned to us at platoon and company level we have a difficult time convincing them that the hair regulation does not allow hair the length they observed on their recruiter.

They claim it's a "double standard"; I do not believe that is the case. I feel we must get our "Army Salesmen" back in the Army again themselves before they are honestly able to project the image required of a soldier. Then the recruiter will sell the image desired by the Army that they themselves project to future enlistees.

SFC Bradley P. Adams
Health Clinic, Yuma PG, Ariz.

The USAREC command sergeant major, CSM Parker, has been making this a part of his visits to USAREC recruiting stations. We are certain the image you mention will disappear as he continues his visits.





Page 10



Page 30

FEATURES

- 2 Influencers: who influences people to enlist
- 6 Parents are people too
- 7 Jackson DRC recruiters ride on
- 9 HS counselor and OOE: meeting the needs of each other
- 10 Seniors: the Army of the future
- 12 Coaches: they can be a recruiter's best friend
- 13 Philly film finds fine fans
- 14 I did it my way
- 16 Civic leaders are the community opinion makers
- 22 Keeping the high school doors open means enlistments
- 23 And help from the people there
- 26 Educating Educators to the Army way
- 27 And in Richmond career education days show Army
- 28 29 HS newspaper editors tour Ft. Dix/Ft. Belvoir hosts northern Virginia educators
- 30 The making of the FY 78 Army ad campaign
- 35 16P: Chaparral Crewman

DEPARTMENTS

- 3 Views and Reviews
- 4 Letters
- 8 Notable and "Quotable"
- 18 Field File
- 24 Q-2: Quantity and Quality
- 25 Career Counselor
- 33 Update



Page 14

Parents are people too

Though parents sometimes think they have almost no influence over their teenage offspring, recruiters can tell you that's not necessarily the case when it comes to enlisting in the military.

By MEDA USRY
Jackson DRC

How important a part do parents play in a prospect's decision regarding Army enlistment? Parents are usually a contributing (and very often an influencing) factor, and for this reason a number of Jackson DRC recruiters were contacted soliciting their experiences on parent help — and hindrance.

Recruiter consensus is that the most common parent objection to Army enlistment is fear of future military involvement or intervention in foreign power struggles.

Sergeant First Class Virgil Gray, field recruiter at the Jackson RS, is always glad of the opportunity to meet with parents (along with the applicant) since a face-to-face discussion is usually successful in overcoming any objection.

Gray explains to them that there is a distinct advantage to entering the peacetime Army where applicants are tested for aptitude and awarded an appropriate MOS, with subsequent assignment to a technical job.

In the event of hostilities, he points out, essentially all new enlistees would be assigned to combat jobs. For further clarification, SFC Gray points out to the parents that there are several soldiers in technical positions supporting every combat soldier in the Army.

Sergeant First Class James B. Hoggard, field recruiter at the Forest Station, realizes at the outset that an applicant's parents also influence other parents and it is essential to maintain a positive parent/recruiter

SFC James B. Hoggard



rapport. When objections arise they are easier to resolve by personal contact. In addition, if the applicant, parents, and recruiter have a meeting together, misunderstandings are less likely to crop up; or, if they do, they can be readily resolved.

Even so, a recruiter will encounter a parent occasionally with whom no logic will prevail. For instance, one of SFC Hoggard's recent prospects had a brother who was wounded in Vietnam. The prospect wanted to go into the DEP, but based on the older brother's experience, his mother emphatically refused to sign for him in his senior year, thereby postponing his Army enlistment until after his 18th birthday.

In another case a father was reluctant to sign for his son to enter the DEP because he was afraid that if his son's immediate future were settled he might slack off on his school work. Using this objection constructively, SFC Hoggard recommended Army assistance for further education and ultimately got the father's name on the dotted line.



SFC Martin L. Gray

Sergeant First Class Martin L. Gray, station commander at the Greenville RS, and Staff Sergeant Woodie Gregory, formerly a field recruiter at the Grenada RS, presently serving as a guidance counselor at the Jackson AFEES, both related that some parents object on the grounds that their son or daughter

hasn't decided yet what to do in life. Needless to say, the recruiter can (and does) offer any one of many Army options to bring this situation to his own advantage.

In one case the mother said her son had always thought he wanted to be a doctor, and she looked upon Army enlistment as an unnecessary postponement of that goal. The magic word in her objection was "thought." The recruiter convinced her that an assignment in the medical field of the U. S. Army would introduce him to the general field of medicine, expose him to the various specialties, and allow him not only to observe (and participate to some extent) in the care and tending of patients, but to begin preparatory college courses, be financially independent, and gain in maturity during this period of decision. Not only would Army enlistment not be a delay, it

would actually be a *headstart!* She signed for her son to join on that visit.

The recruiter who is knowledgeable concerning local employment practices and regulations governing employment in his area is miles ahead of the game. For instance, one of SFC Hoggard's prospects kept hedging — he was frustratingly evasive, offering only flimsy excuses for not meeting with the recruiter and the prospect's parents.

Finally, in desperation, SFC Hoggard just laid the question of why they couldn't seem to get together on the line, and learned that the young man had his heart set on a job with the Mississippi Highway Patrol. Knowing highway patrol regulations stipulated a minimum age of 21 for employment, SFC Hoggard convinced the prospect that a

three-year tour in the Army as an MP would provide him an excellent background for employment with the patrol. At the same time, it would allow him to be independent while attaining the required minimum age for patrol employment.

There is a currently popular bumper sticker which proclaims the message "Parents Are People, Too!" The successful recruiter treats parents with courtesy and respect. No matter how trying the situation (like the case of the mother who produced a legal, signed and notarized document requiring her son to send her one hundred dollars a month in exchange for her signature allowing him to enlist in the Army) the recruiter always leaves the parents with a positive attitude toward the Army and with their human dignity totally intact.



Average reading time: 3 minutes

Jackson DRC recruiters ride on

By **MEDA USRY**
Jackson DRC

"The 'winnah' of the Dixie National Livestock Show and Rodeo plaque for the Best Mounted Color Guard goes to the Jackson District Recruiting Command!" Thus another plaudit was added to the five year history of the mounted color guard which was born of necessity (and Army pride) five years ago.

The Marine Corps recruiting station had organized a mounted color guard which functioned for several years, filling community needs. Five years ago, however, it was disbanded, and in this southern state so steeped in pride of its origin and history, and so prone to traditional observances, this was a lethal blow.

The Marine Corps recruiting

supervisor, suffering a serious attack of community conscience, and knowing that MSG John E. Griffiths, Jr., of the Jackson DRC, owned horses, contacted him, and the dawn of a new day of service representation was born.

The mounted color guard has consistently gained popularity during the five years of its existence, although it has regularly lost personnel (through normal attrition) and recruited replacements from currently assigned recruiters.

There are only three charter members left, MSG Griffiths, Assistant Commander of the Jackson area; MSG Alfred Grounds, Assistant Commander of the Hattiesburg area; and SFC William S. Mullins, recruiter at the Pearl RS.

Sergeant First Class Reginald E.

Bradley, field recruiter at the Jackson RS has been a member for two years, and it is the first year for SFC Virgil Gray, field recruiter at the Jackson RS. SFC Benjamin Britton, former school tester but now the NCOIC at the Jackson AFEES station, also rode on the plaque-winning occasion.

Major Gerald L. Crews, recently assigned to Germany, but formerly area commander of the Jackson area, was a member during his assignment to the DRC, as was SFC Hardil Thomas who is now a career counselor at Ft. Carson, Colo.

Other former members are SGM Orville Moody, former Assistant Commander of the Memphis area; SFC Shelby Byrd, former field recruiter at the Greenville RS; SSG Gil Howerton, former field recruiter at Laurel; SFC Ken Stagges, a former

Jackson DRC recruiters ride on

field recruiter at the Yazoo City RS, and subsequently, the Jackson RS; MSG Billy Adcock, former field recruiter at the Forest RS; and SFC Charles Pitts, now stationed in Germany, but formerly a guidance counselor at the Jackson AFEES, and PD NCO at the DRC.

The color guard has served with as few as three riders and as many as ten. Several members are assigned to outlying areas and do not ride regularly. These include MSG Alfred Grounds, assistant commander, Hattiesburg area; SFC Dannie Bowman, field recruiter at the McComb RS; and SFC Roy C. Rogers, field recruiter at the Columbus RS.

Sergeant First Class Pearson F. Flowers, PD NCO at the DRC (formerly a field recruiter at the Jackson RS) still rides occasionally, and there

is a relatively new member in SGT Jimmy G. McGarr, field recruiter at the Pearl RS.

The functions in which the mounted color guard participate range from happenings as historical as the Durant Founding Day Parade to those as traditional as the Senatobia Christmas Parade. They have led off the Dixie Band Festival, a Veterans' Day celebration in Meridian (with all veteran's organizations), an observance in Laurel where Mississippi veterans were honored, and which was hosted by the Mississippi National Guard.

The mounted color guard led the parade for the Central Mississippi Fair and Rodeo at Kosciusko, the Greenville City Festival, and they are a familiar (and popular) sight at the Mississippi State Fair, and, of course, the Dixie National.

They appeared in several Bicentennial parades, and at Eupora's Sesquicentennial Festival. No important function in the rich Mississippi Delta would be complete without them.

It is the consensus of the group that the mounted color guard try to fill all invitations at least once, and most of Mississippi has been exposed to this unique promotion of the U. S. Army.

Upon MSG Griffiths' inevitable reassignment, the group might have to disband, unless the recruiters who own one horse each elect to join forces and share the required expenses formerly absorbed by MSG Griffiths. If not, the Jackson DRC will have to come up with another Army promotion idea, but the DRC's Mounted Color Guard would be a tough act to follow!

Notable and "Quotable"

A debate on the future of the volunteer military force has begun. There have been many editorials, statements by members of Congress, articles in magazines and television commentaries asserting the time may have come to return to the draft. The establishment of some form of draft or voluntary national service has also been a subject of interest at recent Congressional hearings. This debate is timely and useful.

The issue of returning to the draft is an extremely important matter of national policy, which ultimately the Congress must decide. The discussion concerning the draft may have caused some uneasiness to the members of the Recruiting Command. Your mission now and in the foreseeable future remains the same as it has been since the inception of the volunteer Army: recruit the number of quality soldiers required to man the force. The volunteer Army has been a success, especially the active component. The untinting efforts of the Recruiting Command have maintained the Army at or near end strength each year since the volunteer Army began. The quality of accessions rose during the first two and a half years of

the volunteer Army. Due to resource constraints the upward momentum stalled in mid FY 1976; however, we are confident that quality in FY 77 will be maintained and will improve in FY 1978. As stated in the Army posture statement to the Congress, the Army is confident that, given adequate resources, the number of quality accessions required to sustain the active component strength levels over the next few years can be recruited.

There are serious strength problems in the Reserve Components. Programs to bring the Reserve Components up to the required levels have been developed and are being implemented.

Every member of USAREC and MEPCOM may be justifiably proud of their accomplishments over the past three years. Difficult times lie ahead, but the same dedication, perseverance and professionalism that have been the hallmark of USAREC and MEPCOM in the volunteer era will insure continued success.

*Secretary of the Army Clifford L. Alexander
Army Chief of Staff Bernard W. Rogers
in a message to the Commanders' Conference
Dallas, Tex., 3-7 April*

HS counselor and OOE: *meeting the needs of each other*

By CAROL MASEK
Cleveland DRC

"Hello, Sergeant Smith. This is Bill Jones, senior counselor at Your-town High School. I have a student here in my office right now who's interested in the Army. What should we advise him to do?"

Are those the words you long to hear when your office telephone rings? Sound like an ideal working relationship? Like to know how to establish one with your school's counselor? Well, read on . . .

Your first priority must be to identify the proper person to deal with at your school. For example, you want to avoid making the mistake of dealing with a part-time counselor if the Director of Guidance and Placement wants your business. Smoothing ruffled feathers is not good utilization of your time.

Get to know the counselor at the beginning of the school year. High school counselors live fairly structured lives and have a lot of demands made of them. In the spring, job recruiters and college admissions people have counselors swamped — and they are scheduling students for the next year. Considering this situation, you'll realize the importance of fall.

What constitutes a "good working relationship" between a recruiter and a counselor? Such a relationship is the result of each person meeting the needs of the other. The words of one job placement officer summarize the guidance counselors' viewpoint: "They've (recruiters) got to be available, and not only available but willing and enthusiastic. Ideally, there's one recruiter assigned to a school who keeps coming back, like a college recruiter. He might not be able to give me any more information than anyone else (other military service) could, but I still have the feeling that I've got a person I can call. It makes a kid in my office feel good that 'hey, here's a guy talking to somebody about me'. When he goes down to the recruiting station, I can tell him to ask for my specific contact — someone who knows a little about him, and that's important."

It is essential that recruiters deal in a professional manner. Call for an appointment; keep your appointment; and keep the counselor informed if you're taking a student for testing or if someone joins the DEP or goes RA.

A counselor can help by making a serious effort to learn the Army opportunities available. He should have

literature in his office for the students and let you know of interested prospects. He should let you know if students drop out. And he will especially appreciate your working with him to encourage people to graduate.

Your attitude toward the Army and your job is the key to establishing a good relationship with a counselor. Said one school administrator of recruiters: "It would help if they realized that when they're coming to talk with me, they're coming to talk about a really viable educational option and approach it from that viewpoint. I don't think the Army should be sold by the recruiter as something to do if a student is turned off by education. This is where I think the services are hurting. The more effective method is looking at the military as *one other educational option*: sell it the same way as college admissions people sell their schools."

He continued, "Recruiters should come in feeling absolutely on a par with the counselor they're talking to. They ought to come in with the attitude of having an educational option that the counselor should know about, and that he owes it to his students to bring up along with other opportunities."

Initial impressions are important, too. The sharper you look — with a well-fitting uniform and shined shoes — the more positive an image you will present.

The key to getting your counselor to help you is to keep him informed. Many guidance people are uninformed about what today's Army has to offer. Keep your counselor well-stocked with current RPIs, and don't assume he'll call you when the supply is exhausted. A short pre-

HS counselor and OOE

sensation of Army opportunities might include the Dukane filmstrip "Educational Opportunities" or a Fairchild cartridge.

Be sure that he has the "U.S. Army Career and Education Guide" (*Educator Package*) and the red and green catalogues of Army Education Centers and Project AHEAD schools in his office.

Once you have established rapport with the counselor, he will probably be happy to have you periodically set up a table in the school. Call and set up appointments for such visits — then be there. Also, participate in college and career nights in your area.


The Armed Services Vocational Aptitude Battery is another service which you can present to your coun-

selor, as a "starting point for exploration of the world of work." It is your responsibility to provide information about the test: if possible schedule a test date (coordinate with the DRC education coordinator), inform the education coordinator of any special requirements, be present at the test site with the test administrator, and arrange with the counselor to interpret test results (in conjunction with the education coordinator).

One effective way to present Army opportunities to many high school and college representatives at one time is by arranging to host an educator luncheon or dinner. You will also want to take advantage of any opportunity you get to include your counselor on a tour of an Army installation. It is important for a

counselor to see that the students he has counseled are (hopefully) doing well in the Army. This is one value of the recruiter aide program, too.

Finally, the DRC education coordinator is valuable in establishing a smooth communication system between you, the recruiting command and the school. The coordinator can speak at an educator luncheon, work with you on ASVAB and deal with counselors through professional organizations like the Personnel and Guidance Counselors Association.

Remember that your "product," the U.S. Army, is a viable educational opportunity that your counselor can help you sell. Give him all the sales tools you can — most of all, your expertise as a United States Army recruiter. 

Average reading time: 4 minutes

High school hindsight

Seniors: the Army of the future

By **SSG LYLE W. LIPKE**
Louisville DRC

Even before the doors swung open in the first school to begin the 76-77 school year, the word was out: "High school seniors are the Army of the future."

For many recruiters it was a time of change. They would abandon traditional programs and re-orient themselves to the high school program. Others were already there and would only find increased support for existing programs.

Today, with the school year on the record books, we find that one high school program stands out in each of the five areas under the Louisville DRC. The recruiters who manage those programs were invited

to comment on their success, and comment they did.

Staff Sergeant Bert Christian, Portsmouth, Ohio, said, "I live in the county, mostly at the schools. It's important to work the ASVAB leads hard and keep my DEPs working on making E2. I talk to the teachers and counselors about Project AHEAD. But mainly, I keep visiting my schools, even if I just stop in for a few minutes." Bert has been in his area for about a year, so his entire program is relatively new.

Sergeant First Class Andy Dye, Richmond, Ky., has worked his area for two years. He comments, "The main thing is to keep the DEPs active. I get them together for pizza parties and bowling to maintain high interest. I work on building relation-

ships with teachers and counselors. I find if you come back often enough, not as a nuisance, but being friendly, then sooner or later they accept you."

Andy has also found it helps to know the dropout rate for his schools. He explained, "I approach the counselors in schools with a high rate and offer to tell the students why it's important they stay in school. When I make the presentation, I make sure it's a strong one, and I tie in the Army programs to help pursue an education beyond high school. The reaction so far has been simply fantastic."

Sergeant Jim Westerman, Bardstown, Ky., has worked in his area for several years. "My program is not an overnight thing," said Jim. "I find

that working with 17-year-olds requires the trust and confidence of their parents. I've been working on this thing for years, and it just fell together at the right time. I have the trust of school officials, parents, centers of influence and the young people themselves."

For Staff Sergeant J. D. Bolling, New Albany, Ind., the story is a little different. "I used to be a teacher, so I know the system and I can relate especially well with the school officials. But I have to spend a lot of time in the schools, and I really count on that DEP. I get them together for parties, a mini-training conference, and invite them to visit me. Right now, I'm working on having all of my DEP enlistees join me in the "Walk for Youth," and we are looking for sponsors to underwrite our goal of twenty miles. Everyone will wear his DEP 'T' shirt." Bolling concluded, "It's just plain hard work, and I'll try any good ideas I can get from anyone."

In the western reaches of Louisville DRC, Staff Sergeant Jerry Powers, Evansville, Ind., has been in his schools for a long time. "I hit the schools when I got here a few years ago, and I've been working in them ever since. One year, for show and tell, my daughter asked me to help her get something from the Army. We brought in a tank! The next year, I got them an air assault demo, complete with helicopters, rappelling, et. al. My school program has been something I've worked at continuously. I put every bit of advertising I can in the school papers and programs; I visit a lot and I push my DEPs hard."

If a pattern emerges from these recruiter comments, it would have to be a strong reliance on DEP students. The five recruiters who have been so successful here also feel it is essen-



From left, Sergeant First Class Andy Dye, and Staff Sergeants Bert Christian and J. D. Bolling discuss their high school programs.

tial to make frequent visits, but avoid being a nuisance; stay friendly even in the face of adversity, and try to be helpful.

Citing the case of a recruiter from another service who passed a high school list to a business acquaintance, Sergeant Dye pointed out, "never, but never, betray a trust!" The other recruiters affirmed his point. "Do not lose integrity by missing appointments, showing favoritism for one school over another, or betraying a trust."

SFC Dye offered another observation: "Follow up on your enlistees. Let the other kids in school know when a former grad makes honor graduate of BCT or AIT."

At the DRC support for school programs rates a high priority, with nearly everyone contributing. The operations section mails a DEP follow-up packet with a "T" shirt, decals and promotional materials to each high school senior in the DEP. Advertising and Sales Promotion

maintains a high visibility for each recruiter through advertising in school papers and programs. The budget and travel clerks arrange for funding and support of high school tours to installations.

LTC Franklin J. Scherer and SGM Rudy Smith augment the visitation assistance of Doug Bonner, education coordinator. And Master Sergeant Dale Carty, PDNCO, makes the high school program an important part of each of his visits.

The five programs highlighted here were chosen from the top producers, which could include several more who run close. The seeds have been sown for many more recruiters to be walking in tall 'bluegrass' (you expected clover in Kentucky?) when the doors swing shut behind departing students this month.

On the other hand, there doesn't appear to be any 'snap' recruiting course for high school success looming on the horizon. Take it from J. D. Bolling, "Brother, it's work!"

COACHES: they can be

By **JEANNE M. McNEIL**
Boston DRC

They are a virtually untapped reservoir of favorable influence. Among educators, they are the "unsung heroes" of the prospect referral set. When they know the enlistment facts, more than half would seriously consider recommending the Army to the typical young man or woman.

Who are they? They are coaches.

The greatest potential in terms of recruiting is the coaches' daily contact with target-age young people in a capacity unparalleled by other school administrators.

The coach-student relationship, whether the athletic, drama club or debating team coach, is personal and can have considerable impact because of its uniqueness.

Because participation in extracurricular activities is voluntary, there is a more open exchange between the coach and the student which breeds a closeness difficult to achieve in a structured classroom situation or a mandatory appointment with a guidance counselor.

For this reason a coach's advice and opinion is usually held in higher esteem by prospects than that of another school official. And a coach who is made aware of Army opportunities becomes an ideal source of quality prospects.

While they represent lucrative potential as centers of influence, many coaches never receive Army promotional material or meet the local Army representative, even though the principal and guidance personnel at the same school may have been deluged with RPIs and visits from recruiters.

One recruiter who has realized the recruiting potential of coaches

wrote six enlistment contracts in less than a year for students referred to him by their high school coaches. While admitting that his involvement in local sports is time-consuming, SSG Lee Smith of the Haverhill, Mass., recruiting station states that his efforts with local sports teams were the deciding factor in making him a better than average recruiter.

Enlisting aid from coaches is a slow but painless process starting with the initial introduction and blossoming to a fruitful rapport and the good possibility of some quality referrals.

By following activities of local high school teams and clubs, recruiters not only show personal interest, but develop a common bond with which to "break the ice" during the rapport developing stage with coaches.

Once such interest has been demonstrated, invitations are more apt to be extended to the recruiter to watch or even to participate in practice sessions, attend games or club events, or speak to groups.

Recruiters have a great deal to offer coaches, and it should be this approach, rather than the reverse, that is projected in a soft-sell, casual manner. Even the best intentioned offer of assistance can turn people off if rendered in a pushy, hard-sell way.

It takes time, whether it's volunteering to officiate at scrimmages, coordinate a sports clinic, speak to a class or show a film. But the investment of time to do these things does enhance, rather than detract from recruiting.

You don't have to be a super-jock to get along well with an athletic coach, or an academy award winner to develop rapport with the drama

There are some people in the high schools who are respected by students and who are often in highly influential positions in their relationships with the students. Even more than teachers or guidance counselors, coaches often develop a closeness to students. Needless to say, they're good people to know.

a recruiter's best friend

coach. A good case in point is SSG Smith who had never skated before when he donned the silver blades at the invitation of the hockey coach to practice with the team. Talk about "breaking the ice!" But it was worth the time and effort in terms of free exposure before a target audience.

Involvement with local teams and clubs shows your interest in young people; it impresses school officials, coaches and students; lends to a favorable Army image; and makes the recruiter easily accessible to potential prospects. Working out with local sports teams also can help a recruiter stay in top physical shape. Relating school programs to Army programs provides a common ground from which to work for both the


recruiter and the coach. The Army has a variety of sports programs at all levels of competition ranging from post teams to the Olympics. In addition, the Army physical fitness program can be viewed by a coach as an alluring benefit to young people.

Many Army programs are depicted through RPIs, films and courses of study, but the most important vehicle of all is the recruiter. Do you have a particular talent, skill or asset that would be of interest to coaches and students?

If you took slides or pictures while stationed in Germany, offer to show them to high school history or German clubs. If you acquired an unusual Asian recipe while serving in the Orient, demonstrate it to the

home economics class. Are you a camera "bug?" Ask the photography club advisor how you might be of assistance.

The possibilities for establishing and maintaining effective working relationships with coaches are endless. Good rapport with these CIs can and will help you in your job.

One-third of all students who are encouraged by educators to join the Armed Forces are not advised on specific branch enlistment. Therefore, each individual in this category is a potential soldier. Coaches who are aware of the Army opportunities and have favorable impressions of today's Army can help you turn those potentials into realities. 

Philly film finds fine fans

By JANET LUFFY
Philadelphia DRC

The Phillies 1976 baseball season highlights film, is opening another school door for the Philadelphia DRC recruiters, the door to the coaches' offices. Since purchasing exclusive advertising rights to the film in January, the DRC has attracted school audiences with the film.

Last year over one million people viewed the film in schools, at civic gatherings and on television. Even larger audiences are expected this year since the Phillies captured the Eastern Division title in 1976.

Recruiter, SSG John Criste, of Levittown, Pa., said, "No school has turned it down yet."

At one newly built school in his area, SSG Criste introduced himself through the film. At another school, the baseball coach has been announcing team try-outs with the film for the past two years.


"The film is great," SSG Criste said. "I wish we had

one for each sport."

He pointed out other ways of approaching the athletic coaches. First of all, he recommends starting out each school year by visiting the guidance counselor's office. There you can pick up a copy of the school athletic calendar which usually gives the coaches' names. He follows this up with a visit to some of the practices where he introduces himself to the coach and often the team.

"All coaches are concerned about where their senior players will be after graduation," Criste explained. "Many seem surprised when I tell them that each post has athletic teams and the Army has its own all-star teams."

SSG Criste continues to pursue his contacts by going to games wearing his Army uniform. When he can he also offers to help coach the team. Last year he coached a high school swim team.

In return for his efforts, he said that he gets referrals, and that's all the reward any recruiter needs. 

'I did it *my* way'

Story by JOYCE LYNCH
Photos by MONDARY
HQ, SWRRC

Ask a young recruit who influenced him to join the military, and what do you think he's most likely to

say? "Nobody. I made up my own mind."

That's what I discovered when I spent an afternoon hanging around the AFEES in San Antonio recently. My object was to get a story on peer influence — how young people are

swayed by their friends and associates. That'll be easy, I thought. Rap a while, ask a few leading questions, then come back to the office and pound out a quick story.

It wasn't that easy. What came as a surprise to me was something I'm sure a marketing research expert could have told me right from the start: *Influence* is an intangible something that happens to people without their even being aware of it. And high at the top of the list of subtle influences are the most candid of all — peers.

Kids won't tell you they are influenced by each other, but the signs are there, if you happen to be looking for them. For example, I talked to two groups of three 17-18 year-olds who were joining the Navy under the "Buddy System," which offers enlistees the chance to join together and go through boot camp together. Asked why they were joining, they gave such reasons as "the money," or "a chance to get an education," or, simply, "nuthin' else to do." Not one of the six so much as hinted that any one of the others had influenced him. But did they influence each other —

"Buddy system" enlistees take turns saying their goodbyes at the San Antonio AFEES.





"I did it my way" declares a young Army enlistee from San Antonio.



Three "buddies" leave for Navy boot camp together.

those six "buddies" who joined together? What do you think?

One young Army enlistee, from the thriving little Gulf Coast city of Rockport, Tex., said "Sure, lots of people from my hometown have joined the Army, but I'm not going in because they did. 'I'm going because I want to see for myself what it's like.' No peer influence there . . . or was there?

Another Army volunteer, from the tiny town of D'Hanis, Tex., was smiling and eager about his enlistment and his upcoming job as a radio teletype operator. He seemed particularly proud of himself that he had already cinched his chances for a college education by signing up for the Veterans' Educational Assistance Act. "I've got lots of friends in the Army," he grinned, "but I didn't let them talk me into anything. I decided for myself." Sure you did, friend.

The most inspiring point in my day came when I stopped to talk to a

young graduate of a parochial high school in San Antonio, as he waited to see an Army counselor. This clean-cut, clear-eyed young man, wearing a modest "natural," and sporting a neat if somewhat tentative beard, had an earnest way about him that made me want to write down what he had to say. "There are eight of us in my family," he began in his soft, serious drawl. "So far they've all made somethin' of themselves. I figured it was up to me to make somethin' of myself, too, but I wasn't sure how I would do it.

"I've seen my friends hangin' around street corners — just survivin', and I knew I didn't want that. I didn't want to just 'survive.' I tried college for a while, and decided I didn't like it — not for right now, anyway. My brother's in the Air Force, and my sister's boyfriend just got out of the Air Force. But when anybody tried to talk me into joinin' the military, that'd just make me

determined to hang around a while longer.

"Finally, when I was ready, I made up my mind it was time to be a man. That's when I decided to join the Army.

"After that, it was hard waitin' for the time to come when I could go on active duty. Man — that waitin' really messed up my mind! But now the time's come, and I feel good about it."

A dubious anticipation of basic training creeping into his thoughts and conversation, the new enlistee speculated, "I hear it's pretty tough, but I figure I'll make it okay. I've been in athletics in school, so I'm in pretty good shape. The important thing, to me, is that I went in because I wanted to — I did it my way."

Conclusion? That peer influence, powerful as it may be, is often difficult to spot, because it tends to go around disguised as independence.

Civic leaders are the community opinion makers

The civic leader is a cornerstone of the community, the citizens the brick and mortar. Collectively, they form what is, in modern America, the community.

It's fairly easy to identify just **who** these civic leaders are by running down the list of offices found in a typical community. There's the mayor or the city manager, the fire chief, a police chief or sheriff. The political leaders are easily identified by the newcomer through their exposure in newspapers and on radio and television.

In smaller communities, the mayor walks down Main Street and is able to address most passersby on a first name basis. It doesn't take long before a new arrival in this size community becomes a member of "the family."

Let's say you're Sergeant First Class Joe Smith, assigned to command a recruiting station in a community of about 50,000 people. We'll suppose you come from a different part of the United States and that you're new to the community. Here you are: you have your recruiting mission before you. You've been briefed up and down the line by your DRC and your predecessor, who's since cleaned out his desk and PCSed to USAREUR. It's all yours now, SFC Smith. So, what are your first steps in getting into the good graces of those civic leaders who will most certainly influence your recruiting operations and production here?

There's no time like right now to start getting acquainted. One of the first things to do is write a letter of self-introduction to those civic leaders. Tell them who you are, where you are, and indicate an interest in meeting with them at a time and place convenient to them. Indicate in your letter that, as a member of the United States Army, you are

interested in helping the young people of that community find job training and education, if that is their desire. Offer to join forces with them in seeking to assist their youths. It is one of their jobs as civic leaders to show concern and interest in helping young people. Make it known that it is **your** job, too.

Each letter should be tailored to the individual civic leader addressed. It's one thing to write a letter to a town mayor, but the same letter will probably not apply to the fire or police chief.

Without a doubt, you can be sure each civic leader will respond. You'll get a letter, a phone call — or both. They'll want to meet you as a public relations gesture on their part as well as a matter of respect.

Many of these civic leaders were - or still are - involved with the armed forces. There might be a member of the National Guard or Army Reserve among them, or a retiree. You can be sure they'll be glad to help! Old soldiers never die — they just love to keep in touch with younger soldiers! They'll tell you all about the time **they** were in the Army. You'll meet civic leaders who were with Patton at the Saint Lo breakout. You'll hear war stories about every theater of operations from Burma to Bastogne - from Inchon to Omaha Beach and from Guadalcanal to crossing the Rhine at Remagen. Be a good and patient listener. These men and women remember the Army when they were in it. Your turn to talk will come. Meanwhile, learn that listening to their experiences is the first step to establishing a meaningful relationship.

No doubt you'll meet soon after your letter is answered. It might be a good idea to have with you a presentation kit of sample RPIs and some

Maury Peerenboom of HQ WRRC knows that every recruiter needs the help of local civic leaders because they can determine the community's opinion on almost any subject, recruiting included. Here he writes about who the influencers are, how their help can be solicited, and some of the things recruiters can (and can't) do.

fact sheets on the current opportunities in the Army today. If the first meeting is at their office, be punctual, be brief, and don't take up too much of their time the first go-around.

When you meet the mayor, for instance, don't hesitate to ask informed questions about the community. He'll be pleased if you do. Take notes. Get acquainted with the staff in his outer office. Sometime the best way to the civic leader's desk is thru the secretary, and when "Mrs. Jones," the mayor's secretary, comes on the phone next time you call, just watch your stock rise when you remember to call her by name in advance of your query.

Okay, you've written to and heard from the mayor, the chairman of the board of education, the police and fire chief, the clergymen of the community the chairman of the town/city council or county board of supervisors and the local judge of the municipal court. You've had a chance to tell them about today's Army opportunities. They're impressed with your program (because **you** are the Army in that community) and they want to hear more about it. Be prepared to attend some civic events where you might be the keynote speaker. It might be a good idea to have yourself a good (but short) speech written up about today's Army opportunities and practice on it to be ready with a smooth delivery.

You'll be invited to speak at a civic club luncheon sometime or another — where possible, try to accept and attend. Keep your talk to no more than 15-20 minutes with time for questions and answers, but also keep it flexible. Many of your presentations may have to be as short as 5-10 minutes because of limited time available. Remember, most civic organizations hold their luncheon-

meetings during the noon hour when the participants have but an hour or so to do business and return to their jobs. The civic leaders will get you into many of these meetings because they themselves are members in one or more of the organizations. You might get an opportunity to address the city/town council meeting. Make a good first impression — it can introduce you to future contacts that will help you meet your recruiting mission.

Make yourself visible at civic events. Attend parades and ceremonies in uniform. The fact that you are there shows everyone you are interested in the community. These are seeds that will reap greater harvest later.

So far, we've talked about some "do's" — now let's talk about a few "don'ts." The biggest mistake you can make is to make a commitment you cannot keep — or one that the Army itself cannot keep. The area is full of land mines when it comes to getting involved in civic projects that could prove embarrassing to the Army and yourself. Some examples:

- The mayor comes to you and asks your help in getting the Army engineers from Fort Doughboy (100 miles away) to provide men and equipment for help in building a community playground. Watch out! That becomes a matter of domestic actions, the many nuances of which are covered in AR 28-19 as well as supplements. Watch out that you don't get caught in the political middle of this because the implications can be disastrous.

- The chief of police comes to you and asks you to see if you can get some military police to help him act as "marshals" at a local Chamber of Commerce golf tournament. He tells you that his small force of 10 men simply isn't enough to control the

large crowd expected to attend the tournament. You'll have to "marshal" up the diplomacy required to turn him down. Remember that military forces cannot be used to aid or assist local law enforcement agencies under the "Posse Comitatus" law.

The same thing applies to you and your fellow recruiters. There will be times when civic leaders will ask you for something that you, as an individual soldier or as a member of an Army activity or unit, simply have no authority to provide. There is a delicate balance involved in saying "no" in a tactful manner.

- Be extremely careful of getting mixed up in local political activities. While the Hatch Act applies only to civilian Federal employees, there is an Army regulation which imposes many restrictions on Army personnel. The Army cannot endorse any political candidates or products of a commercial nature. It would not be in the recruiter's or the Army's best interest for a recruiting station window to be festooned with political advertising. In fact, it would be in direct violation of Army regs. You may know "Sheriff Hawkins" in person but you can't hang out his campaign posters in the station window.

It goes without saying that in the community your image among the civic leaders should be that of "old straight arrow" as incorruptible as Elliott Ness or Marshal Dillon. You'll earn great respect for this and the Army will benefit as a result of it. In your own way, you, the recruiter, will be a leader in the community. The civic leaders **are** centers of influence. Walk tall among them . . . tell them the Army story and tell it like it is. They'll help you by repeating the message and opening many recruiting doors for you.



ANYONE WITH MORE than 21 years service should be well aware of the advantages of reenlistment, but **Sergeant First Class Bert Fields** received a surprise bonus recently when he signed on for another three years.



That makes it all worthwhile.

During ceremonies at the Boston DRC, SFC Fields was administered the reenlistment oath by **Captain Viki Pfeltz** who couldn't resist an affectionate peck on the cheek for Bert.

Sergeant Fields has worked at the Boston DRC for the past six and a half years and is currently the Assistant Operations NCO.

He admits that this was one of his more pleasurable reenlistments. (Boston DRC)

A STUDENT SUDDENLY DROPPED to the floor at the conclusion of **Staff Sergeant Jack Tarrance's** first aid class at the Union City, Mich., high school. The other pupils believed Tarrance staged the fall as a classroom demonstration.

But senior **Dwayne Risor** was not faking. He had fainted, struck his head on a table as he fell and stopped breathing.

Tarrance, a registered medical aide, rushed through the room to Risor and calmly applied emergency first aid, including mouth-to-mouth resuscitation. The Coldwater, Mich., recruiter shortly had Risor breathing again.

In typical Tarrance modesty, the recruiter said that if he hadn't helped, Risor might have started

breathing on his own. But to those present, Tarrance saved a life.

It was most ironic that when Risor was stricken, Tarrance was in the school presenting the last of his nine first aid classes, and that he had brought an ambulance for demonstration purposes from the Emmett Township Rescue Squad, of which he is a member (See RCCJ Field File, July 1975).

Tarrance used that ambulance to transport the student to the community hospital where Risor was held for observation and released later that day.

A tragedy was averted by Tarrance's quick reaction to a stress-filled situation and the recruiter credits training he received with the Army's Special Forces as giving him the expertise to save lives. (Michael Galbreath, Lansing DRC)

AS PART OF a basic psychology course at Windsor High School, **Sergeant First Class Michael A. Jennings** was a "visiting lecturer."

Originally invited by **Michael Stewart**, social studies teacher, to speak to Windsor students about his tour of duty in Southeast Asia, Jennings, Binghamton, N.Y., recruiter, ended up in front of a psychology class. The switch came as a result of an interesting conversation that developed during a coffee break.

"**Bob Franks**, who was teaching basic psychology asked me at what point I thought a young person outgrew adolescence and became an adult. I replied that as an Army drill sergeant for six years I could actually see that happening in a young person during Army basic training."

Jennings was asked to present a guest lecture to some 40 students, during two semesters at Windsor High School. Hopefully, there'll be another session this fall at Windsor and in other southern tier high schools, too.

Jennings, who minored in psychology at the University of Kentucky at Lexington, appeared in dress blues and answered the questions of his young listeners "as straight as possible." He told his students that he felt a young person had matured during basic training when he was no longer afraid to look his drill sergeant directly in the eye.

"I could also tell when a basic trainee had become an adult when he'd be asked by his peers to join them downtown for some nightlife, only to reply, 'Sorry, fellas, I have work to do here!'"

What was the reaction among Windsor students to Jennings' educational offering? "The kids were

surprised to find out that somebody in the Army could understand the changes they go through as they matured. They were especially surprised to learn that a former drill sergeant was aware of these changes because of his experience at a basic training center." (Syracuse DRC)

AFTER YEARS OF LOOKING like just another old parcel post building, the Richmond AFEES held its "grand opening" ceremony in the spotlight and the splendor of remodeling.



Virginia Attorney General Andrew Miller and BG William Acker cut the ribbon for the opening of the remodeled Richmond AFEES.

Highlighting the ceremonies was the appearance of **Brigadier General William Acker**, the MEPCOM commander and Virginia Attorney General, **Andrew Miller**. The presence of these two men brought out a news team from the local CBS affiliate.

Though the presence of a high ranking state official would have been sufficiently newsworthy, the television news crew devoted much of its air time to an interview with General Acker, who recounted for WTVR-TV newsmen the history of MEPCOM, its relationship to the volunteer services and the success of recruiting and processing.

Also on hand for the day's activities was the 392d Army Band from Fort Lee, Va.

Included in the gastronomically enticing reception was a magnificently decorated sheet cake prepared and donated by the Fort Lee Culinary Arts Department. The cake was festooned with full-color seals of the Department of Defense and the four mili-

tary services. And it tasted as good as it looked. (Richmond DRC)

THERE ARE MANY WAYS to interview a prospective enlistee. One aspect of most all of them is encouraging the prospect to relax. **Staff Sergeant Phil Sparks**, station commander of the Oak Hill, W.Va., recruiting station, thinks he's found a unique answer.



SSG Phil Sparks is shown here "shooting the pool." The idea is to increase station traffic.

The Oak Hill station had a lot of empty floor space, so Sergeant Sparks asked an amusement company to put an unused pool table into his office.

Now, whenever there are several young people waiting to talk to a recruiter, they can bide their time shooting pool. Sergeant Sparks says that his office has become a meeting place for many young people, and that prospects "like to discuss Army opportunities over a pool table instead of across a desk." (Glen Shaw, Beckley DRC)

AT INDIO HIGH SCHOOL Private Irma Flores was a Cadet Corps lieutenant colonel, the highest ranking Cadet Corps woman in California.

Accepting a downgrade from colonel to private with aplomb, she enlisted in the Army in her hometown, Indio. At the Indio recruiting station she aided in nine enlistments in one month - and seven of those were high school graduates!

Flores describes herself as an "average" student with a fondness for math.

Flores proves that recruiter aides can be money in the bank — or, for recruiters — real sapphires! (Santa Ana DRC)



AS "KING KONG" GOES THUNDERING across the screen, Newburgh DRC Army recruiters, **Sergeants Paul Rivera, Michael Janicki, Richard Mauro** from Westchester Square Recruiting Station, **Samuel Carrillo** and **Moises Aviles** from Milrose



"Honest Officer, I have a hunting permit here someplace." SFC Paul Rivera, Newburgh recruiter, stands guard over the body of the fallen "Kong."

Recruiting Station, **Alex Gray** and **James Conners** from Yorkville Recruiting Station, **Jerry Wouters** from Yonkers Recruiting Station, **Salvador Feliciano** from Washington Heights Recruiting Station, **Gregory Darmanio** from New Rochelle Recruiting Station, and **Leroy Allen** and **Stanley Stewart**, who were recently transferred to Germany, all take a personal interest.

These recruiters took part in the motion picture adventure tale and were signed on as "extras," working at night after regular duty hours. Many of them posed as National Guard members who held the crowd back while "King Kong," towering 50 feet tall and weighing as much as 500 men, scaled the massive twin towers of the World Trade Center in New York City. Others drove trucks in a convoy to different locations or worked the search lights.

The dimensions of Kong, a tribute to the genius of men who make movie magic, are staggering. He weighs 6-1/2 tons. His skeleton is metal, mostly aluminum. His insides contain 3,100 feet of hydraulic hose and 4,500 feet of electrical wiring. His chest is 20 feet wide and his arm span is 20 feet.

When the production closed down in New York, "King Kong" was the reigning champion. He's been pawed and petted by a thousand hands.

For our recruiters, it was "full steam ahead" for their debut in the acting world as "King Kong" captured the imagination of New Yorkers who were present for the film's thrilling finale. (Lorraine E. Hinson, Newburgh DRC)

STAFF SERGEANT J.J. JORDON of Huntington Beach, Cal., works closely with Huntington Beach High School, so when his reenlistment day approached he reasoned that the high school was an ideal location for a colorful Army ceremony.

Captain Anthony L. Wotkyns, Anaheim area commander, reenlisted Jordan for six years. The ceremony, in the school administrative conference room, attracted 75 interested onlookers. Present were the administrative staff, several teachers, counselors, the activity director and students. And adding Army visibility were station commander, **Sergeant First Class V.L. Brown**, **Staff Sergeant Kenn Jones** and **Staff Sergeant Claude Wise**, all of the Huntington Beach recruiting station.

Brown, proud of Jordan's work at HB High, said of him, "Sergeant Jordan's rapport at the high school is superb!"

Jordan says that counselor Lloyd McCracken is the key to his rapport at the high school. "Mr. McCracken made all the arrangements for the ceremony," Jordan explained. "And we also had the full cooperation of the principal." (Maxine Dougan, Santa Ana DRC)

IT'S OFT' BEEN SAID that music can charm the wild beast's heart. It can also bring in scores of applicants.

Living proof of this is **Sergeant Major Richard Williams** from Fort Campbell, Ky., whose recent band auditions in central Florida brought in at least 100 prospects. Williams' trip took him to high schools in Daytona Beach, Cocoa, St. Petersburg, Tampa, and Orlando.

Anticipation before his arrival at Spruce Creek High School in Daytona created an air of excitement and eagerness among the students. When he arrived at the school's band room and band director Charles Long introduced him to the students, silence filled the room. They listened with rapt attention as Williams explained the opportunities and programs the Army

offers aspiring musicians. For most of the students, their general impression of a military/musician had been quite different from his description. They were surprised — and pleased.

His easygoing, friendly manner encouraged the young people to ask him a wide variety of questions. When audition time finally arrived, it was obvious that some very talented musicians were interested in a job with an Army band.

Williams considers Florida "a good area for recruiting" and visits the state to audition every year. This year he could not find enough time in two weeks to meet all commitments. He plans a return visit soon to Tampa and Orlando.



Charlotte Jones

Successful band auditions and concerts can go hand in hand. Here a young lad auditions for SGM Richard Williams.

Recruiters in the Jacksonville DRC considered his recent visit a godsend. **Sergeant First Class Lyle Daniels**, Daytona Beach recruiter, said, "If I had someone like the Sergeant Major down here every day, I could enlist a lot more people in the Army."

Staff Sergeant Paul Hutzler, a Cocoa recruiter who helped plan the visit, echoes Daniels' plaudits. "Sergeant Major Williams has the 'knack' of getting along with young people. He puts them at ease and makes them perform naturally at their best. It's a pleasure to have him visit us and represent the Army, the military musician, and the recruiting effort in an outstanding manner."

Actual results of his trip? Exceptional. A total of 100 leads and 17 enlistments, all of which are in the DEP.

A few good notes on the recruiting scale. (Charlotte Jones, Jacksonville DRC)

BY NOW YOU ARE PROBABLY TIRED of reading how a woman invaded the, until then, exclusive domain of men, so this article is not about **Sergeant Annice Gay** of the Detroit DRC who became the first female recruiter in Midwestern Region's "Club 15" for recruiters who reach their DEP summer objective ahead of time.

Instead, this article is about how SGT Gay used her energy and enthusiasm to work her high schools to the extent that she is the only non-student in the Chadsey High School Pep Club; she worked on the yearbook staff as an advisor; and assisted in student officer elections.

SGT Gay never misses an opportunity to sell the Army. To her, recruiting is a daily challenge and she is meeting it well, as evidenced by having enlisted 24 men and women into the summer DEP. Right now she is the only Detroit DRC recruiter to become a member of Club 15. She says, "I love to compete and better yet, I love to win." (Nancy Barrone, Detroit DRC)

WHEN HIGH SCHOOL SENIOR Chuck Phillips enlisted in the DEP to be an MP, he expected to start active duty as an E-2 as a result of his ROTC training.

He was not prepared, however, for his recent notification from MILPERCEN that, as a result of attaining a score of 102 on the MP MOS test, he was qualified to start active duty as an E-4.

Phillips' recruiter, **Staff Sergeant Ronnie Mangum** of the Denver DRC, is himself a former MP. He suggested that Phillips take the MOS test just to see how well he could do. The minimum score needed to pass was 70.

Chuck said, "I was anxious to get into the 95B career field, but I never imagined I would be able to be promoted so quickly. All I did was follow up on my recruiter's suggestion and then study the MOS guide. It was a matter of common sense and ability to read maps, mostly."

In addition to earning a good score on the test, Chuck also demonstrated his ambition by referring to SSG Mangum a high school graduate who has since "Joined the People."

Sergeant Mangum is one recruiter who demonstrated the willingness to do the most for one of his applicants. (Janet C. Clifton, Denver DRC)



Mrs. Barbara O'Neal's home economics class at F. L. Schlagle High School, Kansas City, Kansas, listens to Staff Sergeant Willie Snell, the recruiter for the school, tell what it's like to be a cook in the Army. SSG Snell, a six-year veteran of the food service field, has found home economics teachers eager to let him talk to their classes.

Keeping the high school doors open means enlistments

Montgomery DRC

During the past several years, recruiting emphasis has been on quality recruits. The question at issue right now seems to be, can recruiters maintain the flow of top quality accessions?

In the Montgomery DRC the consistently high producing recruiters anticipate no particular difficulty during the rest of 1977. In discussing their success, it was determined that everyone had a talent for nourishing and promoting assistance from vital school sources.

For quality recruits, recruiters must look to the schools more than ever; they need inside help more than ever. This help must come from everyone in the school — principal, faculty and the student body.

A new recruiter, to get started, would do well to take an experienced recruiter's advice: "Peer pressure does more to stimulate and increase recruiting success than anything else." Therefore, a successful recruiter must work to get into the DEP a quality recruit, preferably a peer group leader. His or her enlistment *always* initiates a chain reaction. It is in the recruiter's vital interest to maintain the chain.

The experienced recruiter's advice then reveals two hurdles: how to locate the quality, leader-type student — hopefully interested in Army service, and, how to nurture and promote the chain.

Unless the recruiter is in the unlikely position of running with the school gang, he must seek other means to identify the quality students.

To get in touch with the quality young people, school cooperation from every quarter will be needed. Successful recruiters in the Montgomery DRC are always well acquainted with the school officials most helpful to them. The recruiters must earn their respect and never fail to meet commitments to their friends in the schools.

The recruiter's personal knowledge of key school personnel

should not stop with their names. And it should not be limited to the principal and the counselors. To a slightly lesser degree it should include every member of the faculty and many of the students. Most of all the students in school who are also in the DEP should be well known to the recruiter. Know their birthdates and wish them well; remember them at Christmas and other holidays. Treat them as a friend; be a friend.


You cannot, however, buy friendship. It not only must be earned; it must be desired. You must be someone who people want as a friend. It's a large order.

Your friendships with these people must be more than business relationships. Your friendships with teachers, counselors, coaches, students and anyone with whom you work, must be absolutely genuine.

One top Montgomery recruiter, in explaining the value of this type of friendship, said: "One day I had appointments at school with two students. An emergency came up, and I called the school counselor. I said, 'Sam, I was supposed to talk to George Rollins and Roger Wick at 2:30 today, but something came up and I can't make it. Would you please extend my apologies. And Sam, if

you have time, would you show them that film on Army education opportunities?" "

When you have a gratifying relationship such as this with school officials, you will experience positive recruiting results.

When you ask a counselor, a teacher, or a member of the student body to help in some small way, be prepared to reciprocate. One recruiter said, "It's the best thing that can happen to you — to have educators ask a favor of you." This opens and keeps open the door through which Army recruiting must freely move. 

and help from the people there.

By **GLENN SHAW**
Beckley DRC

Sergeant First Class Edward F. Liston, one of Beckley DRC's top recruiters under QIPS, says that the primary way teachers can help Army recruiting is to let recruiters into the schools to talk to the seniors.

He suggests preparing a written fact-sheet about what the Army can and cannot guarantee, and sending it to teachers and guidance counselors. Then offer to make a presentation to the school (seniors especially). The beginning of the school year and near graduation time are the best times, he feels. Then stick to what was outlined in the fact-sheet.

One mistake recruiters can make is going to a school too often. This is a fine line you'll have to determine yourself. The point is don't get to be a nuisance. And stick to your schedule; don't overstay your welcome.

Sergeant Liston says seniors in the DEP are a great help. "They really talk up the Army, and the DEP, since they're eager to go on active duty as E2s. This means about a \$40 raise they wouldn't get otherwise until after six months of active duty," he says.

Another approach Sergeant Liston sometimes uses is that of identifying teachers who are recent Army veterans. He encourages them to speak positively with the other teachers about Army experiences.


Staff Sergeant Rickie W. Perry is another fine

recruiter from the Beckley DRC. He feels that the best thing teachers can do to help the recruiting effort is to be unbiased. To achieve this he shows them that he's a real person, and although he wears a uniform, he has some of the same problems, aspirations and joys that they do.

Once he does that, he tells them how the Army can be of benefit to a young person. One aspect is "growing up." A person learns a lot about himself, and about dealing with others.

Another benefit of military service is educational opportunity. The teachers are amazed that Sergeant Perry has accumulated almost four years of college study in his off-duty time, while in the Army only six years!

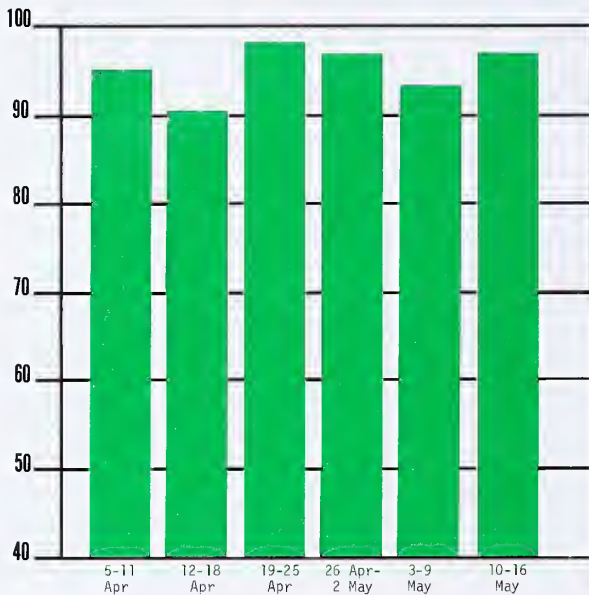
"One mistake to avoid is not getting the point across to teachers who were in the Army long ago that this is not the same Army," Sergeant Perry says. "They're people who can help a lot, once they get up-to-date information."

But the biggest mistake a recruiter can make, he believes, is not being interested in people. A teacher called Sergeant Perry about one of his DEPers who had been missing a lot of school, because she knew that the recruiter was interested in his people. Since it mattered to Sergeant Perry that the boy stay in school, he and the boy's mother talked him into resuming his school attendance. What better way to convince school officials of your genuine interest in their pupils? 

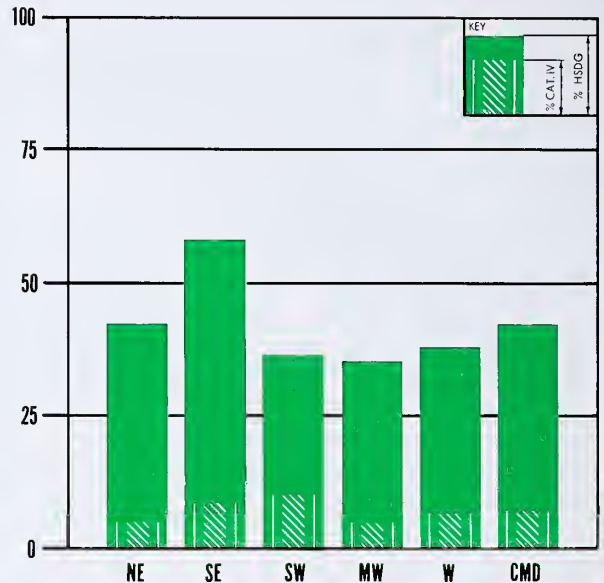


Q-2

95.7 91.1 98.1 96.8 94.5 96.9



Percent of weekly objective accomplished for shipping weeks indicated.



Percentage distribution of male NPS high school diploma graduates and NPS male cat. IVs by region as of 16 May 1977

QUANTITY & QUALITY

The following is a list of DRCs ranked according to their degree of success with the weekly objective. The DRCs are listed alphabetically within categories.

(For the 31 shipping periods 28 Sep 76 thru 16 May 77)

31 of 31	Atlanta		Philadelphia	17 of 31	Columbus
	Balto-Wash	27 of 31	Albany		Little Rock
	Charlotte		Albuquerque	16 of 31	Niagara Falls
	Cincinnati		Harrisburg	15 of 31	Oklahoma City
	Columbia	26 of 31	Honolulu	14 of 31	New Orleans
	Concord	23 of 31	Phoenix	13 of 31	Des Moines
	Jackson		Sacramento		Los Angeles
	Jacksonville		San Antonio		Portland
	Long Island	22 of 31	Beckley	12 of 31	Detroit
	Louisville		Boston		Kansas City
	Miami		Dallas	11 of 31	San Francisco
	Montgomery		St. Louis	10 of 31	Milwaukee
	Newburgh	21 of 31	Houston		Peoria
	Raleigh		Newark		Salt Lake City
	Richmond	20 of 31	Indianapolis	9 of 31	Pittsburgh
	San Juan	19 of 31	Cleveland	8 of 31	Omaha
30 of 31	Nashville		Denver		Seattle
	Syracuse	18 of 31	Chicago	7 of 31	Santa Ana
28 of 31	New Haven		Lansing	2 of 31	Minneapolis

Rankings based on preliminary information received from regions. Does not include bonus credits.

APRIL

GIPS credits/recruit

1.	SERRC	5.247
2.	NERRC	4.825
3.	WRRCC	4.674
4.	MWRRCC	4.651
5.	SWRRCC	4.602
	Command	4.826

GIPS credits/recruiter

1.	SERRC	20.758
2.	SWRRCC	14.174
3.	NERRC	13.176
4.	WRRCC	10.881
5.	MWRRCC	9.625
	Command	13.087

Top 20 DRCs*

1.	San Juan	5.788
2.	Jacksonville	5.488
3.	Atlanta	5.456
4.	Miami	5.449
5.	Honolulu	5.396
6.	Raleigh	5.380
7.	Montgomery	5.376
8.	Columbia	5.367
9.	Richmond	5.249
10.	Syracuse	4.971
11.	Jackson	4.959
12.	Cincinnati	4.923
13.	Concord	4.905
14.	New Haven	4.886
15.	Balto-Wash	4.837
16.	Nashville	4.817
17.	Albuquerque	4.754
18.	Beckley	4.736
19.	Charlotte	4.731
20.	Louisville	4.627

Top 20 DRCs*

1.	San Juan	35.909
2.	Jackson	28.368
3.	Montgomery	26.075
4.	Columbia	25.185
5.	Honolulu	22.594
6.	Miami	21.983
7.	Atlanta	21.550
8.	Balto-Wash	20.805
9.	Jacksonville	19.667
10.	Charlotte	19.212
11.	Raleigh	17.833
12.	Richmond	17.368
13.	Louisville	16.164
14.	Nashville	16.056
15.	New Orleans	14.863
16.	Albuquerque	14.518
17.	Long Island	14.122
18.	Cincinnati	13.986
19.	Beckley	13.944
20.	Syracuse/Dallas	12.500

*Only those DRC that accomplished their quantitative objective each week during the reception-station month were eligible for consideration.



Keeping up on reenlistment

By **SGM ROBERT L. SWAGER**
HQDA (DAPE-MPR)

DA Reenlistment Conference. At the January 1977 reenlistment conference, DA promised to keep the field more up-to-date on the status of recommendations proposed by the conferees. LTG Moore has provided an initial status report in his article, "Reenlistment Feedback" (R&CC May 1977). The following is the current status of recommendations approved.

- To reduce reclassifications at the first term reenlistment point, DA Circular 611-56 has been changed. Field commanders are reminded to encourage voluntary retraining/reclassifications of soldiers to overstrength MOS after the first term soldier has completed 24 months of active federal military service. Furthermore, DA reclassifications at the reenlistment point will be held to an absolute minimum.

- To assist in obtaining the necessary training seats needed to support the Year Group Management reclassification efforts, training seats which have been cancelled by non-prior service accessions will be reallocated for reenlistment use.

- Action will be taken to delete remarks in the current series of TO&E which state that 1SG and CSM be used as unit reenlistment NCOs. The decision on whether these people are to be used as reenlistment NCOs is left to the discretion of the commander.

- Action will be taken to reestablish the career counselor position in the Recruitment and Reenlistment Division, ODCSPER.

- To improve communications between the field and HQDA on reenlistment subjects and to evaluate progress in the reenlistment program, a worldwide reenlistment conference will be held at least annually in the Washington, DC, area.

- There are other actions which are still being staffed. They will be discussed in future issues of the *Journal*.

Clarification of DA Circular 611-56. (Enlisted Career Force Sustainment Program). Indications are that some first termers are being advised that they cannot reenlist in their overage PMOS and that they need not apply for reenlistment in their overage PMOS. This is not correct. Even though a first termer holds an MOS which is listed as over in DA Circular 611-56, he will not necessarily be required to switch MOS at reenlistment. All MOS allow some people to reenlist in them.

Although soldiers holding overage MOS are more apt to be reclassified, under no circumstances should they be precluded from requesting reenlistment in their PMOS.


New Reenlistment Option Code. Table 4-10 (Combat Arms Unit of Choice Reenlistment Options), AR 601-280, permits a soldier to reenlist for the United States Army Combat Development Experimentation Command (USACDEC). However, until now there has been no option code for it in Appendix C, AR 680-29. This discrepancy was brought to our attention at the November 1976 FORSCOM/TRADOC Reenlistment Conference. This situation has been corrected in the June 1977 SIDPERS Change Packet. The code for USACDEC under Table 4-10 is QODE (Quebec Zero Delta Echo).

Voluntary Versus Involuntary Retraining. There is a need for Year Group Management personnel to be able to distinguish between those first termers who desire to be reclassified into another MOS and those who do not. Those soldiers who do not desire to reenlist in their PMOS and who want to be retrained in another MOS will be reported to Force Management Branch, MILPERCEN, as reenlisting under Table 4-3.

Those soldiers who would prefer to reenlist in their PMOS but will accept retraining into a shortage MOS will be reported to Force Management Branch under Table 4-1.

Force Management Branch will make the final determination in each case as to those allowed to retrain. These decisions will be based on the soldier's overall qualifications and the status of the MOS.

FORSCOM/TRADOC Reenlistment Conference. The FORSCOM/TRADOC reenlistment conference will be held in Colorado Springs, Colo., on 11-15 July 1977. For further details contact MSG Dave Hawley, Autovon 588-2458.

Higher Objectives. Since March, we have been getting questions about the reasons for the higher objectives. It is not that we are trying to make your life miserable! The opening of the reenlistment window from three to six months, the high summer ETS months, and a large number of first term soldiers who initially enlisted for four years entering the reenlistment window for the first time since April 1975 (the date the first term reenlistment eligibility point was changed from 21 months time in-service) have all caused more people to be eligible to reenlist in this period. The objectives will begin to drop back to their former level this month. 

Educating Educators to the Army way

By **EDWARD M. SALEM**
Des Moines DRC

"It was indeed a pleasure to attend the counselor's tour of Fort Leonard Wood. I feel that this experience will enable me to provide more realistic information about the Army and especially the basic and advance training in the areas observed.

"I feel that the time spent talking with the young men was the most beneficial. I would have liked to (have) observed more of the basic training itself. Other than that I felt that the people who conducted the tour and talked with counselors did an outstanding job.

"Again, the trip was a worthwhile experience."

*Richard J. Schoeppner
Director of Guidance,
Abraham Lincoln High School
Council Bluffs, Iowa*

"... I wish to express our gratitude to you and those in your command for your hospitality and the excellent tour of Fort Leonard Wood

"We were very pleased with the organization of the tour because we felt that we learned very much about the Army in general and specifically about the basic and AIT programs at Ft. Leonard Wood. We were particularly impressed with both officers and enlisted personnel with whom we had an opportunity to meet. It was apparent to us that today's Army is concerned about each soldier as a person."

*Francis Arthur
Administrative Assistant
Lincoln East High School
Lincoln, Neb.*

"... I couldn't be more enthusiastic about this method of telling the Army story. The high school counselors with whom I talked were genuinely surprised to see the quality of training, curriculum planning, and individual counseling that the BCT and AIT soldier receives. Two points stand out especially: the school people like what they hear from the soldiers themselves, and they are impressed with the quality of their NCOs and officers."

*COL Leo S. Comish, Jr.
Commander, MWRRC*

When community leaders visit a post, more than just sight-seeing is involved. They become intimately involved with the life of the Army, getting to know soldiers, how they are trained, how they live, and what they are doing. It's getting to know their environment, and, while becoming acquainted with the Army, receiving a positive image of what is occurring in it for today's youth.

Civilians on Army posts — these are not just any civilians — but people who influence the prospective enlistees: teachers, counselors, bankers, newspaper reporters, coaches, or anyone young people look up to in the community.

And what do they see that helps them form a positive image of the Army? It usually starts with a talk from the commanding general of the post. He tells them his philosophy of leadership and what's available in general terms on his post. Then they begin their tour, seeing services, housing, recreational facilities, and in the case of basic training posts, barracks, firing ranges and training facilities.


They also get firsthand knowledge of conditions and training when they talk to trainees and permanent party personnel. Another highlight of the trip is a visit to the education center where they find out about the education programs of the Army such as Project AHEAD, job related college courses and the GED program. All in all, a full day of intensified observations.

This is just the beginning. When they return to their community, they can become extensions of the recruiter. They can talk knowledgeably about the Army based on firsthand experience. They have seen, and in most cases have been convinced, that today's Army is one more opportunity for the youth of their community. The Army has added another recruiter to its rolls.

They didn't just take in the sights; they learned from what they saw. SFC Riley Evans of the Des Moines Northwest Station, feels that when a counselor returns from a trip, he becomes a friend of the Army and no longer hesitates before recommending a student to the recruiter.

Captain Reise, Des Moines area commander, was impressed with how well the posts treat the educators, and with the positive attitudes counselors bring back from the tours.

SFC Doug Coyle of the Creston Recruiting Station indicates that once a counselor from a small community has gone on a tour, the community attitude becomes more positive, instead of indifferent or negative.

So — when counselors go to posts, they come back as friends of the Army. Indifference is removed, and they can then assist in the recruiting effort. 

And in Richmond

By JAY FROMKIN
Richmond DRC

In May the Army took over a high school in Hampton, Va., to conduct the entire career education program for that city. In the process, more than 30 soldiers told several thousand high school students about Army careers.

This was but the latest in a series of successes scored by the Richmond DRC since the inception of its Army Aid to Career Education program, begun in 1973. This program has introduced students to Army job opportunities in over 34 schools in Virginia, creating goodwill among school guidance counselors who had sometimes been reluctant to support the military.

Richmond's A&SP section began its career education program following a Virginia General Assembly edict to high school guidance counselors to teach students about job opportunities and career realities. Local counselors indicated that while the government's requirement would help Virginia's students, the schools had neither the funding nor the career resources with which to implement the program.

Mrs. Tansill Tamaddon, Richmond DRC's A&SP Chief, and Mr. Nelson Nix, the Ayer field force representative, saw great potential for Army recruiting in this turn of events. Within the geographic boundaries of the Richmond DRC were



Post Commander, General Foreman, welcomes counselors to Ft. Leonard Wood.



(Above) An assistant principal aims a Redeye weapon simulator during a tour of Ft. Riley.
(Below) Counselors ate lunch with the troops.



Career education days show Army

29 HS news

By PHIL SHERIDAN
Philadelphia DRC

three Army posts which had the responsibility of training soldiers in their new jobs: the Engineer Center at Fort Belvoir, the Quartermaster Center at Fort Lee, and the Army Transportation Center at Fort Eustis. It was reasoned that the assets of these training schools could be used in support of recruiting.

Liaison was established with the stations' accessions management units to request career representatives from operational units at each post. At Fort Belvoir were bulldozer drivers, soil analysts, astronomers and surveyors; cooks, MPs, textile workers and parachute riggers were available at Fort Lee; tugboat pilots, helicopter pilots and truck drivers were plentiful at Fort Eustis. These people would be the core of Army Support to Career Education. These people would be among the career representatives offered to high schools in Virginia.

The concept was introduced to Virginia guidance counselors through a series of luncheon conferences. After a lunch and entertainment by a crack Army musical unit, the educators were given a briefing on the arrangements which A&SP made with the posts, and were given a sample Army career education presentation. Counselors were assured that the Army career representatives would not recruit in the classrooms nor give a pitch about how wonderful the Army was. They would only speak about their jobs as plumbers, truck drivers or policemen.


After an extensive pilot program, involving some 60 Army representatives in a single Richmond high school, the program spread rapidly through the Richmond metropolitan area to the Petersburg tri-cities area. The program ex-

panded to Fredericksburg in the north, Harrisonburg in the west and Hampton and Virginia Beach in the east.

This program accomplishes more than just building good will between the high school guidance counselors and recruiters. High school students, more than a single recruiter could meet at any one time, were introduced to the idea that the Army is more than infantry. They saw that they could be electricians in the Army; that they could be mechanics in the Army; that they could be surveyors in the Army. They saw young, sharp soldiers, not long out of high school themselves, talking with pride about their jobs. These students were seeing themselves only one step removed from those same jobs.

The response from students, counselors, recruiters, and career representatives was outstanding. Several recruiters said that they had gotten clusters of leads in schools where they had previously gotten only resistance. Students were eager to question the soldiers in greater detail about their jobs and about the Army. Any direct questions about how to join the Army were referred to recruiters.

Counselors in several schools have asked the Army to return each year, sometimes more than once each year. Career representatives often asked to be allowed to participate again, whenever their particular jobs were requested.

A spirit of cooperation has entwined the Richmond DRC, the Army posts of Virginia and the Commonwealth high schools into a working, meaningful career education program which has benefitted all of the parties involved — not the least of which has been US Army Recruiting. 

It was the coldest day of the year; the wind-chill factor was unbearable; and Pennsylvania's Governor Shapp closed the schools for the week. But 29 hardy high school newspaper editors risked frostbitten fingers to climb aboard a

Ft. Belvoir

Several Northern Virginia educators received a first-hand look at the military community during a recent seminar on Army career opportunities at Fort Belvoir.

The 47 secondary school principals and guidance counselors were guests of the Baltimore-Washington DRC. The educators came from schools in Fairfax County, Alexandria, Arlington County and Culpepper.

During the day-long affair, the counselors received a briefing on Army career programs and educational opportunities. They also toured Belvoir facilities, talking with soldiers working in map making and learning carpentry skills at the Fort Belvoir skills center.

Following the tour, the educators said they had gotten many new ideas and were quite pleased at what they saw. "We were able to develop a closer relationship between the guidance counselors and recruiters, which is a unique advantage for us," explained Dr. Richard Blocker, director, Student Services and Programs, Arlington County School System. "I certainly hope we are given the opportunity to have this type of on-site visit again."

Guidance counselor Marguerite Key, Kenmore Junior High School, Arlington also felt the tour was worthwhile. "I was very impressed

paper editors tour Ft. Dix

bus for an editors' tour of Fort Dix, New Jersey.


The idea behind the tour was to show students what today's Army is really like by having editors return to their schools to write an informed article about the Army for their papers.

The student editors saw a BCT graduation ceremony, braved the cold to visit the range, risked a meal

in the mess hall, and toured the reception station at Fort Dix.

Highlight of the day was a press conference which included personnel from BCT and AIT units, public affairs, education, and human resources division. Student response was enthusiastic, ranging from questions about BCT and women in the Army to some real zingers about

Army censorship of the military press and the worth of the all-volunteer Army.

All the editors went home anxious to write stories about what they discovered about the Army. And if the mess hall wasn't like Mom's home cooking, they said, it was a heckuva lot better than the school cafeteria. 

hosts northern Virginia educators

with the educational opportunities in the Army," said Ms. Key. "Though I work in a junior high school, I still have some students who come back for help, so already I'm putting what I learned on the tour into effect here."

According to CPT Albion Bergstrom, commander, Northern Virginia recruiting area, the open house afforded educators a chance to look at the Army as a multi-faceted,

international employer. For some it was a surprising venture.


"Many educators thought it was still the old Army, but they found out differently during the tour," said CPT Bergstrom. "By bringing the educators to an installation for a first-hand look, we hope to give them an insight into the Army as an added career dimension."

A major feature of the seminar was the chance for educators to talk

with soldiers and Army educators about service education and careers. "This is something the counselors will definitely need if they are to make an honest presentation about the Army to their students," CPT Bergstrom stated.

According to one area recruiter, the recent economic trends in the country have made the work of secondary school guidance and career counselors more important than ever. A major resource from which these counselors can draw upon to make their work easier is the wealth of information about Army job opportunities.

"Because of the wide range of Army careers, tours and seminars are conducted on a recurring basis," said Rodney Fulton, educational specialist with the Recruiting Command. "Different groups of educators from local school systems are invited to attend so they can better counsel young men and women who are interested in an Army career."

According to Dr. Blocker, the seminar experience will definitely help in guidance counseling efforts. "There's no question that the visit to Fort Belvoir was most beneficial from a guidance point of view," Dr. Blocker commented. "It gave us new insight and information into the Army and its education and career programs." 

An Army specialist explains a mobile map making unit to northern Virginia educators who recently received a first-hand look at Army career opportunities during a tour of Fort Belvoir.



By COL KENNETH M. MILLER
Director, A&SP, HQ USAREC

As you read this article, work on the production of advertising materials for FY 1978 is in full swing. Film crews visited Ft. Polk and Ft. Riley. The "creative" experts at N. W. Ayer are boiling down the thousands of photographs and hours of taped interviews with soldier subjects into three or four hard hitting ads for first quarter magazine appearance. Planning is well underway for later missions in Europe, Hawaii and at other Army posts in the continental US.

Additionally, motion picture camera crews are making ready to visit other Army posts for filming that will be used in new TV spots, a necessity because we plan to be on the tube in a major way next year. Original music is being composed and recording sessions with professional musicians and announcers are

being scheduled.

All this activity now is necessary so that you will be supported by a strong and fresh new advertising thrust at the beginning of the school year. It in turn was preceeded by a good deal of spadework to develop campaign concepts for presentation to the Department of Army, an event that has not occurred at time of writing.

Settling things

What goes into the making of a national advertising campaign? Ask the man on the street and he will probably say "lots of good ideas for attention-getting slogans." He will be right but will have barely scratched the surface of the answer.

Creative ideas are certainly important, but they must be ideas in the service of a plan. The advertising must tell a consistent story and sup-

The making of the FY78 Army ad campaign

The "dummy" ads pictured here in the early stages of planning, give you a rough idea of what FY 78 ads will show:

- Some will show the diversity of a soldier's life, on duty and off
- As in the past some ads will appeal to parents and other important influencers
- FY 78 ads will continue the practice of stating the main idea with a single word



port specific objectives, and sometimes an exciting idea has to be rejected because it just does not fit.

So before the first ad idea goes down on paper some important things have to be settled:

- The Army has to determine how many accessions will be required and the skill distribution.

- Our information about prospects and their influencers must be brought up to date. Where do they live? What do they like and dislike about the Army in particular and military service in general? How have the circumstances that influence their choices, such as the likelihood of finding a good civilian job, changed?

- We must consider how the views of the public, the press and the Congress on a whole range of national security issues might limit or otherwise shape our recruiting messages.

- All available information on how well the current advertising is communicating to the target audiences and supporting the needs of the recruiter force must be reviewed and analyzed.

The formal planning cycle covers several months and extensive meetings during which N. W. Ayer receives guidance on such matters. Input and direction are provided by the Department of Army, the commanding general, the headquarters staff and regional commands. For FY 1978 the first results of this long process became visible when the recommended program was approved by the CG on 30 March for presentation to the Department of Army Advertising Policy Council in early May. That same presentation, with any changes which might be directed by DA, will then be given to regional and district commanders. A filmstrip will also be produced and distributed for show-

ing to all recruiters and area commanders.

In another sense, the planning cycle never stops. Ideas from the field, market research findings, and information on changing requirements all go into the hopper as they come in and are ready to be built into the new program.

Looking forward

What can you look forward to in FY 78 advertising?

For one thing, television. Most national advertisers depend heavily on the wide reach and dramatic presentation of TV to sell their products, and we think it will work well for the Army too. You will be seeing some spots in the fall, more after the first of the year.

Radio will also continue to play an important role. The extensive experience gained from heavy use of



Decision.

"Te upi rmody om yjr stuyhrt
eiyh hoof psy s lonh lody og jon
ytsinuh coutdrd yo vhoodr gtoklyh
ce fsyd bsvyipn psif rsvh yrs yhr
oppotyuniyurd yo ytsbrl gotmsyon

vonyinur your rfuvyion fot motrxo
ingotmsyon snouy sll yhr rmody
Tyuniyundr upi sdd u dtmyrs
drnf ud s podyvstf. Uoull nr hlsfom
yot fif divj s gooldih yhin snf yoyir

vsn nrsy upi sdd upi jsyr yjr fscveut
Poot nsoyd ho ogg yo highy
tivh msn'd estd yhtouhh sll yimrsk
sdk youi syjrtid og yjod odm ytir
ypfsu sd oy esdu urdyrtf's oy esduyt."

**Join the people
who've joined the Army.**



Duty.

"Te upi rmody om yjr stuyhrt
eiyh hoof psy s lonh lody og jon
ytsinuh coutdrd yo vhoodr gtoklyh
ce fsyd bsvyipn psif rsvh yrs yhr
oppotyuniyurd yo ytsbrl gotmsyon

vonyinur your rfuvyion fot motrxo
ingotmsyon snouy sll yhr rmody
Tyuniyundr upi sdd u dtmyrs
drnf ud s podyvstf. Uoull nr hlsfom
yot fif divj s gooldih yhin snf yoyir

vsn nrsy upi sdd upi jsyr yjr fscveut
Poot nsoyd ho ogg yo highy
tivh msn'd estd yhtouhh sll yimrsk
sdk youi syjrtid og yjod odm ytir
ypfsu sd oy esdu urdyrtf's oy esduyt."

**Join the people
who've joined the Army.**

Army ad campaign

this youth-oriented medium during the first two quarters of the current fiscal year is being analyzed to determine the most effective level of radio advertising for next year.

A strong schedule of lead producing magazine ads will be maintained throughout the year, and the popular high school magazines, such as *Sourcebook* and *SUMMER*, will be back.

The national direct mail program, our best source of leads, will again reach most high school seniors. Additionally, the highly effective inserts in Sunday newspapers will again make a sizeable contribution to the lead total.

In the promotional area, there will be more of the popular Point of Purchase Kits, and we have some major improvements on the board for the quarterly promotion

kit . . . which will be known as MISSION 78.

Changing slightly

But what about the message? Will it be changing?


As you can see from the ad concepts pictured on these pages, next year's ads will differ only slightly in layout. The highly effective testimonial style will be retained.

What will be different will be a broadening of coverage. We aim to show more aspects of Army service, including a broader span of skills and also some aspects of a soldier's off duty life.

Although the combat arms will continue to be well represented, more coverage will be given to technical specialties, particularly those with persistent shortages.

The excitement that can be created by television presentation will add a new dimension to this effort to give a well rounded picture of Army opportunities. Planned new spots will show how young people can get an education for life in the Army, how they can learn valuable skills, how they can soldier in interesting locations, and how they can experience satisfactions of being part of an effective team.

Working hard

The object is to produce a well balanced program that will reach our prospects and create the kind of interest and excitement that will bring you high quality appointments. We think this program will do it, and are working hard to make sure we are not proved wrong. 

Winners in winter QIPS GETEM campaign announced in Dallas

"Provide the Strength." The recruiter's mission in a nutshell.

"Winter QIPS GETEM Campaign." A refinement of that mission.

In November, 1976, word went out to the regions that a program designed to increase male high school diploma graduate (HSDG) accessions was about to get underway. The rules of the program went like this:

The campaign was to run from November 30 to February 28 — traditionally the toughest recruiting months.

The 57 DRC were grouped into 10 flights, based on an evaluation of past recruiting performance.

Each flight would have monthly winners, with an overall winner from each flight at the end of the campaign.

To have a shot at the prize, first a DRC had to make its total mission. Once this hurdle was passed, the winning DRC would be the one with

the highest total number of male HSDG enlisted (again, within the flight).

The DRC achieving the greatest number of male HSDG over the entire campaign were to receive awards to be displayed at the DRC. (The awards were accepted by the DRC commanders at the USAREC/MEPCOM Commanders' Conference in Dallas in April.) Each recruiter in the monthly winning DRC received 10 QIPS points.


The bottom line (to borrow the latest buzzword) is, of course, the figures. While immediate shipping of male HSDG from the AFEES was not as good as might have been hoped, there was unparalleled growth in the DEP — 222 percent. Considering current emphasis on building the DEP, this figure justifies the time and effort involved in the campaign.

Incentive campaigns sometimes have a tendency to favor certain participants because of flaws in the

structure of the program. In the GETEM campaign, 23 of the 57 DRC won at least one of the monthly contests or had the highest number of male HSDG enlistments in their flight.

Another indicator of the success of a program is whether or not it is repeated. How about this one? Evaluation of the campaign is taking place now. If it shows up again, you'll know the program was judged a success.

The following is a list of the winning DRCs:

Flight	DRC
Alamo	Newburgh
Bull Run	Jacksonville
Bunker Hill	Atlanta
Chickamauga	Long Island
Perryville	San Francisco
Saratoga	Albany
Shiloh	San Juan
Sones River	Nashville
Washita	Concord
Yorktown	Richmond 



Fulton Joins AUSA

Lieutenant General William B. Fulton (retired) joined the national staff of the Association of the United States Army on May 1 as the association's director of public affairs.

He was the USAREC CG before he became director of the Army staff in Sept., 1975, the position he held at his retirement.

At AUSA General Fulton will take over the public affairs duties of Major General Robert F. Cocklin, USAR, who will become the association's Executive Vice President.

Recruiters who will remember LTG Fulton when he commanded USAREC (from March 1974 to July 1975) will wish him well on his retirement from the Army. General Fulton will still be an active supporter of the volunteer Army in his position with AUSA.

Reenlistment RPIs

The following list includes items currently available for requisitioning for **reenlistment** purposes only. All requisitions should be submitted by **career counselors** on Form DA-17 (3 copies) through Commander, US Army Recruiting Command, ATTN: USARCASP-D, Ft. Sheridan, Ill., 60037, to US Army publications Center in accordance with AR 601-280, para 1-14. Unless otherwise indicated all posters are small (11" x 14").

- RPI 134 Folder, Warrant Officer Flight Training (limited quantity).
- RPI 300 Booklet. If there's a question, you'll have the answer.
- RPI 301 Folder. The Army Service School Reenlistment Option.
- RPI 303 Folder. How to tell your friends you're reenlisting.
- RPI 305 Poster. The Army's been good to this Army wife.
- RPI 306 Poster. When you're doing something of value, you value yourself more.
- RPI 307 Poster. Since I've been in the Army, the longest I've sat still is for this photograph.
- RPI 308 Folder. Why are you staying in?
- RPI 325 Poster, \$8,000 is \$8,000.
- RPI 331 Poster. Music is where I want to be.
- RPI 332 Folder. Music is where I want to be.
- RPI 334 Poster. How to tell your friends you're reenlisting.
- RPI 341 Folder. Berlin Brigade.

- RPI 343 Folder. Old Guard.
- RPI 345 Folder. Combat Arms Option.
- RPI 347 Folder. Overseas.
- RPI 349 Decal. We serve proudly.
- RPI 356 Label. Career Counseling 3-1/2"
- RPI 358 Label. Career Counseling 1"
- RPI 361 Bumper sticker. There's something about a soldier.
- RPI 366 Booklet. Take a look at all the thing's you've been taking for granted.
- RPI 373 Booklet. Living with the Army.
- RPI 383 Poster. The best way to see Europe is to live and work there.
- RPI 385 Poster. Will your next job make you feel as good as the one you have now.
- RPI 386 Poster. Patches, (large.)
- RPI 387 Poster. Your family benefits when you reenlist.
- RPI 399 Schedule. Reenlistment Activities Reminder Schedule.
- RPI 921 Poster. Start college while you're serving.
- RPI 951 Label. Yesterday, Today, Tomorrow. The United States Army.

BIET Concept Approved

The Army has approved a concept providing for the same basic training for both men and women recruits.

An implementation target date of October 1978 has been set. The present plan provides for all-male and all-female training companies within the same battalion.

The decision came as a result of a test conducted at Fort Jackson last fall by TRADOC in which 875 men and 825 women were given identical training to the same performance standard. Previously, women had participated in training different from that given to male recruits. In some areas, the female training program did not properly prepare women for advanced individual training since they had not received the same training as their male counterparts.

Test results revealed there was little difference in the relative performance of male and female groups except in those areas requiring upper body strength or stamina such as speed marches and obstacle courses. However, in 60 percent of the physical tests, females met or exceeded minimum standards.

The Army is conducting a separate study on physical fitness requirements which will vary according to job and unit mission requirements. This study should impact on basic training physical fitness requirements.

The primary cost increase generated by this training was more expenditure of ammunition resulting from the increased marksmanship training for women.

The adoption of a common basic training course for all soldiers will not degrade the training given to men; it will result in a better-trained female soldier and support equal opportunity programs of the US Army.



Update

SSMA

In these times of inflated prices, there's still a bargain or two around if you look hard enough. In Washington, D.C., you'll find one at 1015 L. Street N.W. The Soldier's, Sailor's, Marine's and Airmen's (SSMA) Club offers to enlisted men and women of all services lodging in the heart of D.C. for as little as \$5 a day.

You may wonder how this service can cost only \$5. The answer is that SSMA Club is supported by a non-profit organization. Active financial support from honorary memberships and donations keep the club's services at very low prices.

The SSMA Club provides a great base of operations to see special Washington D.C. events. In spring, Washington holds the Cherry Blossom Festival. In the summer, there's the American Folk-life Festival run by the Smithsonian on the mall, special free military shows and Navy Band concerts. Other events worth seeing in Washington are the Chinese New Year, lighting of the National Christmas tree, Memorial Day activities and other traditional tourist attractions.

The club is open 24 hours a day, seven days a week, and no uniforms are required. The service ID card is your membership card.

If you're visiting Washington D.C., you would do well to stay at the SSMA Club. For reservations, write Mrs. William H. Beard, SSMA Club, 1015 L. Street N.W., Washington, D.C. 20001, or call (202) 234-0141.

Post Book

By now all levels of the Recruiting Command and all reenlistment offices should have received their copy of the revised "Post Book." There are additional copies available in *limited quantities* for those authorized offices which have not yet received a copy. If your reenlistment office does not have a copy, requisition one through normal re-up channels.

Call for Port Call

A soldier home on emergency leave or TDY no longer has to look for a phone with AUTOVON to get a return post call. The Military Traffic Management command has set up a toll-free telephone number for quick and easy port call service. The number is 800-336-0223.

Previously, soldiers had to travel to the nearest military installation to get a port call. Soldiers who need a port call are requested to call during normal duty

hours. Staff duty officers and other after-hours people can only accept the information and pass it on to regular staffers who enter the data into MAC's computer to obtain the port call.

Project 77/77

Project 77/77, a special suggestion campaign, is being conducted during 1977 to stimulate participation in the Army Suggestion Program.

According to Army Chief of Staff General Bernard W. Rogers, "the Army has consistently led all other federal agencies in dollar benefits resulting from suggestions submitted by military and civilian members."

The Army is faced with the problems of fixed mission requirements and diminishing resources; therefore, it becomes essential that each person in USAREC is aware of this program and the tangible benefits to be derived therefrom, for both the Army and themselves.

Current plans include provisions for special recognition for contributors of suggestions which result in first year tangible savings by local and major level commanders, as well as DA, depending on the amount of savings.

Originators of "Forrester Focus" suggestions which are considered to be within the spirit of Project 77/77 will be notified so they can also channel them through usual suggestion channels.

Reenlistment Reminder

The new, 18-month Reenlistment Activities Reminder Schedule (RPI 399) is being distributed through reenlistment RPI distribution channels this month.

This schedule covers the months July 77 through December 78 and provides a two-month overlap with the previous schedule which runs through August 77. The size and layout are similar to the 24-month schedule which was distributed in mid-1975.

Each month of the new reminder schedule features one of the major tactical units in the Army today. There is a 13" x 13" color illustration and a short piece of historical information about the unit. The artwork was prepared by five of the nation's most respected commercial artists: Wilson McClain, Isidore Seltzer, Alan Cober, Bob Peak and Gary Blackwell. You have probably seen their work in *Esquire*, *Sports Illustrated* and on the covers of *Time*. The artwork is varied and attractive.

The schedule should be a welcome addition to the office walls of unit commanders and career counselors while providing a continuing reminder of the importance of the reenlistment effort.

RPI 399 should be available for resupply requisitioning around mid-June.



Air Defense Artillery

16P: Chaparral Crewman

Providing forward area defense for the combat arms and air defense against low flying aircraft which elude radar is the Chaparral crewman, MOS 16P, with his ground-to-air defensive weapons.

Five men (the MOS is open to men only) form this mobile air defense team which is trained at Fort Bliss, Texas. Four men ride up front in the armored carrier while the fifth, the gunner, sits inside a rear cab.

One crewman acts as observer to determine whether an aircraft is friendly or hostile. The 16P is trained to determine this by visual aircraft recognition procedures; he passes the word to the senior gunner, and if the aircraft is hostile, the gunner lines up his primary target line and fires. The team then reloads and moves on.

Once launched, the missile guides itself to the target by means of a heat sensing mechanism which activates after the launch. A memory lock enables the missile to "remember" the heat source at which it was directed. With the missile moving at twice the speed of sound, few tactical aircraft can outrun it.

Against such aircraft, the Chaparral crewmen usually have only one chance, so the 16P has to right the first time.

The Chaparral crewmen also learn to operate the Redeye missile, a small, one-man missile fired from the shoulder. It reminds one of the "bazooka" of World War II in appearance. The soldier sits in a foxhole, unobserved, then comes into the open to engage his target. After one round, he moves to a different location.

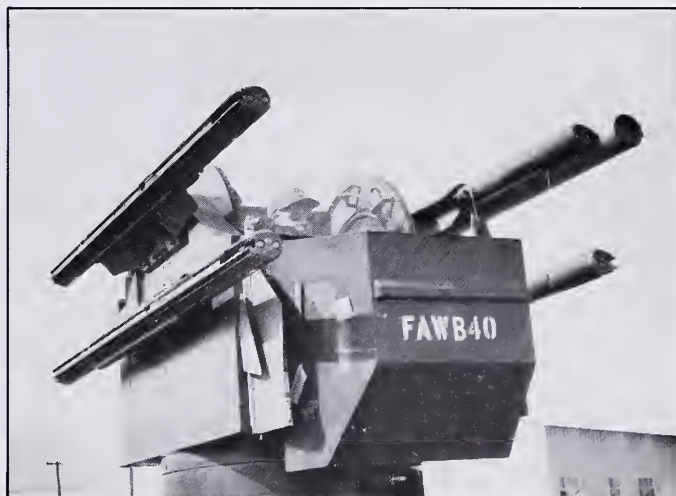
The "16 Papa" MOS is a good one for promotion because advancement in this MOS is quicker than most others.

On promotion to the senior NCO ranks, the Chaparral crewman will become a 16R (Short Range Air Defense Artillery Crewman) which, in addition to operations of the Chaparral and Redeye, also includes Vulcan 20mm automatic gun. At this level, the 16R will probably be teaching other people the skills he has learned.

People in MOS 16P and 16R will likely have opportunities to travel since many such units are assigned to overseas locations.

There are very few *direct* civilian applications of the skills learned in firing the Chaparral, Redeye or Vulcan, but these people will have learned the valuable skill of functioning as members of mobile, independent teams. They will be introduced to the basics of maintenance and repair of communications equipment, missiles and tracked vehicles.

A day in the life of a "16 Papa"



16P: Chaparral Crewman

UNIVERSITY OF FLORIDA
3 1262 09681 6169

FLARE



fires the
“Redeye”



in addition to
Chaparral
crewman
duties